



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Sena Kozar Strategies
1322 G ST SE
WASHINGTON, DC 20003-3021

Contract # 5031790

Schedule Dates 10/26/21-11/01/21
Advertiser Hala Ayala for Lt Gov-D (141761)
Agency Sena Kozar Strategies (19658)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Candidate (1011043)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 10573
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 11/09/21
Last Modified 11/10/21
Entered By Kaitlyn Gallagher
CO-OP No
External #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$15,907.50
Net Total \$90,142.50
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2021	89	\$88,325.00
Nov. 2021	19	\$17,725.00
Grand Total:	108	\$106,050.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/26/21-10/26/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM			2						2	\$150.00	\$300.00	Washington (WJLA)		11/9/21
2.0	Normal Line / SPOT	10/27/21-10/27/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM				2					2	\$150.00	\$300.00	Washington (WJLA)		11/9/21
3.0	Normal Line / SPOT	10/28/21-10/28/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM					2				2	\$150.00	\$300.00	Washington (WJLA)		11/9/21
4.0	Normal Line / SPOT	10/29/21-10/29/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM						2			2	\$150.00	\$300.00	Washington (WJLA)		11/9/21
5.0	Normal Line / SPOT	11/01/21-11/01/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM		2							2	\$150.00	\$300.00	Washington (WJLA)		11/9/21
6.0	Normal Line / SPOT	10/26/21-10/26/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM			2						2	\$525.00	\$1,050.00	Washington (WJLA)		11/9/21
7.0	Normal Line / SPOT	10/27/21-10/27/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM				2					2	\$525.00	\$1,050.00	Washington (WJLA)		11/9/21
8.0	Normal Line / SPOT	10/28/21-10/28/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM					2				2	\$525.00	\$1,050.00	Washington (WJLA)		11/9/21
9.0	Normal Line / SPOT	10/29/21-10/29/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM						2			2	\$525.00	\$1,050.00	Washington (WJLA)		11/9/21

CONFIRMATION CONTRACT

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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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10.0	Normal Line / SPOT	11/01/21-11/01/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		2							2	\$525.00	\$1,050.00	Washington (WJLA)		11/9/21
11.0	Normal Line / SPOT	10/26/21-10/26/21	1	:30	7A- ABC-Good Morning America			1						1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
12.0	Normal Line / SPOT	10/27/21-10/27/21	1	:30	7A- ABC-Good Morning America				1					1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
13.0	Normal Line / SPOT	10/28/21-10/28/21	1	:30	7A- ABC-Good Morning America					2				1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
13.0.1	Preempt	10/28/21															Washington (WJLA)	Pre-empt/Exception -	
14.0	Normal Line / SPOT	10/29/21-10/29/21	1	:30	7A- ABC-Good Morning America						1			1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
15.0	Normal Line / SPOT	11/01/21-11/01/21	1	:30	7A- ABC-Good Morning America		1							1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
16.0	Normal Line / SPOT	10/26/21-10/26/21	1	:30	8A- ABC-Good Morning America			1						1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
17.0	Normal Line / SPOT	10/27/21-10/27/21	1	:30	8A- ABC-Good Morning America				1					1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21

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18.0	Normal Line / SPOT	10/28/21-10/28/21	1	:30	8A- ABC-Good Morning America					1				1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
19.0	Normal Line / SPOT	10/29/21-10/29/21	1	:30	8A- ABC-Good Morning America						1			1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
20.0	Normal Line / SPOT	11/01/21-11/01/21	1	:30	8A- ABC-Good Morning America		1							1	\$1,600.00	\$1,600.00	Washington (WJLA)		11/9/21
21.0	Normal Line / SPOT	10/26/21-10/26/21	2	:30	9A- Live with Kelly			2						2	\$400.00	\$800.00	Washington (WJLA)		11/9/21
22.0	Normal Line / SPOT	10/27/21-10/27/21	2	:30	9A- Live with Kelly				2					2	\$400.00	\$800.00	Washington (WJLA)		11/9/21
23.0	Normal Line / SPOT	10/28/21-10/28/21	2	:30	9A- Live with Kelly					2				2	\$400.00	\$800.00	Washington (WJLA)		11/9/21
24.0	Normal Line / SPOT	10/29/21-10/29/21	2	:30	9A- Live with Kelly						2			2	\$400.00	\$800.00	Washington (WJLA)		11/9/21
25.0	Normal Line / SPOT	11/01/21-11/01/21	2	:30	9A- Live with Kelly		2							2	\$400.00	\$800.00	Washington (WJLA)		11/9/21
26.0	Normal Line / SPOT	10/26/21-10/26/21	3	:30	10A- News-Good Morning Washington at 10a			2						2	\$250.00	\$500.00	Washington (WJLA)		11/9/21
27.0	Normal Line / SPOT	10/27/21-10/27/21	3	:30	10A- News-Good Morning Washington at 10a				2					2	\$250.00	\$500.00	Washington (WJLA)		11/9/21
28.0	Normal Line / SPOT	10/28/21-10/28/21	3	:30	10A- News-Good Morning Washington at 10a					2				2	\$250.00	\$500.00	Washington (WJLA)		11/9/21

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29.0	Normal Line / SPOT	10/29/21-10/29/21	3	:30	10A- News-Good Morning Washington at 10a						2			2	\$250.00	\$500.00	Washington (WJLA)		11/9/21
30.0	Normal Line / SPOT	11/01/21-11/01/21	3	:30	10A- News-Good Morning Washington at 10a		2							2	\$250.00	\$500.00	Washington (WJLA)		11/9/21
31.0	Normal Line / SPOT	10/26/21-10/26/21	1	:30	10:58:25A- ABC-The View			1						1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
32.0	Normal Line / SPOT	10/27/21-10/27/21	1	:30	10:58:25A- ABC-The View				1					1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
33.0	Normal Line / SPOT	10/28/21-10/28/21	1	:30	10:58:25A- ABC-The View					1				1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
34.0	Normal Line / SPOT	10/29/21-10/29/21	1	:30	10:58:25A- ABC-The View					1				1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
35.0	Normal Line / SPOT	11/01/21-11/01/21	1	:30	10:58:25A- ABC-The View		1							1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
36.0	Normal Line / SPOT	10/26/21-10/26/21	1	:30	11:59:56A- News-7News ON YOUR SIDE at Noon			2						2	\$800.00	\$1,600.00	Washington (WJLA)		11/9/21
37.0	Normal Line / SPOT	10/27/21-10/27/21	1	:30	11:59:56A- News-7News ON YOUR SIDE at Noon				2					2	\$800.00	\$1,600.00	Washington (WJLA)		11/9/21
38.0	Normal Line / SPOT	10/28/21-10/28/21	1	:30	11:59:56A- News-7News ON YOUR SIDE at Noon					2				2	\$800.00	\$1,600.00	Washington (WJLA)		11/9/21
39.0	Normal Line / SPOT	10/29/21-10/29/21	1	:30	11:59:56A- News-7News ON YOUR SIDE at Noon						2			2	\$800.00	\$1,600.00	Washington (WJLA)		11/9/21

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40.0	Normal Line / SPOT	11/01/21-11/01/21	1	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		2							2	\$800.00	\$1,600.00	Washington (WJLA)		11/9/21
41.0	Normal Line / SPOT	10/26/21-10/26/21	1	:30	2P- ABC-General Hospital			1						1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
42.0	Normal Line / SPOT	10/27/21-10/27/21	1	:30	2P- ABC-General Hospital				1					1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
43.0	Normal Line / SPOT	10/28/21-10/28/21	1	:30	2P- ABC-General Hospital					1				1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
44.0	Normal Line / SPOT	10/29/21-10/29/21	1	:30	2P- ABC-General Hospital						1			1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
45.0	Normal Line / SPOT	11/01/21-11/01/21	1	:30	2P- ABC-General Hospital		1							1	\$1,050.00	\$1,050.00	Washington (WJLA)		11/9/21
46.0	Normal Line / SPOT	10/26/21-10/26/21	1	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM			1						1	\$1,800.00	\$1,800.00	Washington (WJLA)		11/9/21
47.0	Normal Line / SPOT	10/27/21-10/27/21	1	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM				1					1	\$1,800.00	\$1,800.00	Washington (WJLA)		11/9/21
48.0	Normal Line / SPOT	10/28/21-10/28/21	1	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM					1				1	\$1,800.00	\$1,800.00	Washington (WJLA)		11/9/21
49.0	Normal Line / SPOT	10/29/21-10/29/21	1	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM						1			1	\$1,800.00	\$1,800.00	Washington (WJLA)		11/9/21
50.0	Normal Line / SPOT	11/01/21-11/01/21	1	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		1							1	\$1,800.00	\$1,800.00	Washington (WJLA)		11/9/21

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51.0	Normal Line / SPOT	10/26/21-10/26/21	1	:30	6:58:46P- Wheel Of Fortune			1						1	\$3,600.00	\$3,600.00	Washington (WJLA)		11/9/21
52.0	Normal Line / SPOT	10/27/21-10/27/21	1	:30	6:58:46P- Wheel Of Fortune				1					1	\$3,600.00	\$3,600.00	Washington (WJLA)		11/9/21
53.0	Normal Line / SPOT	10/28/21-10/28/21	1	:30	6:58:46P- Wheel Of Fortune					1				1	\$3,600.00	\$3,600.00	Washington (WJLA)		11/9/21
54.0	Normal Line / SPOT	10/29/21-10/29/21	1	:30	6:58:46P- Wheel Of Fortune						1			1	\$3,600.00	\$3,600.00	Washington (WJLA)		11/9/21
55.0	Normal Line / SPOT	10/26/21-10/26/21	1	:30	7:29:26P- Jeopardy			1						1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/9/21
56.0	Normal Line / SPOT	10/27/21-10/27/21	1	:30	7:29:26P- Jeopardy				1					1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/9/21
57.0	Normal Line / SPOT	10/28/21-10/28/21	1	:30	7:29:26P- Jeopardy					1				1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/9/21
58.0	Normal Line / SPOT	10/29/21-10/29/21	1	:30	7:29:26P- Jeopardy						1			1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/9/21
59.0	Normal Line / SPOT	11/01/21-11/01/21	1	:30	7:29:26P- Jeopardy		1							1	\$5,200.00	\$5,200.00	Washington (WJLA)		11/9/21
60.0	Normal Line / SPOT	10/26/21-10/26/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM			1						1	\$650.00	\$650.00	Washington (WJLA)		11/9/21
61.0	Normal Line / SPOT	10/27/21-10/27/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM				1					1	\$650.00	\$650.00	Washington (WJLA)		11/9/21
62.0	Normal Line / SPOT	10/28/21-10/28/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM					1				1	\$650.00	\$650.00	Washington (WJLA)		11/9/21

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
63.0	Normal Line / SPOT	10/29/21-10/29/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM						1			1	\$650.00	\$650.00	Washington (WJLA)		11/9/21
64.0	Normal Line / SPOT	11/01/21-11/01/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1							1	\$650.00	\$650.00	Washington (WJLA)		11/9/21
65.0	Normal Line / SPOT	10/26/21-10/26/21	2	:30	11:35P- ABC-Jimmy Kimmel			1						1	\$400.00	\$400.00	Washington (WJLA)		11/9/21
66.0	Normal Line / SPOT	10/27/21-10/27/21	2	:30	11:35P- ABC-Jimmy Kimmel				1					1	\$400.00	\$400.00	Washington (WJLA)		11/9/21
67.0	Normal Line / SPOT	10/28/21-10/28/21	2	:30	11:35P- ABC-Jimmy Kimmel					1				1	\$400.00	\$400.00	Washington (WJLA)		11/9/21
68.0	Normal Line / SPOT	10/29/21-10/29/21	2	:30	11:35P- ABC-Jimmy Kimmel						1			1	\$400.00	\$400.00	Washington (WJLA)		11/9/21
69.0	Normal Line / SPOT	11/01/21-11/01/21	2	:30	11:35P- ABC-Jimmy Kimmel		1							1	\$400.00	\$400.00	Washington (WJLA)		11/9/21
70.0	Normal Line / SPOT	10/26/21-10/26/21	2	:30	12:37A- ABC-Nightline			1						1	\$125.00	\$125.00	Washington (WJLA)		11/9/21
71.0	Normal Line / SPOT	10/27/21-10/27/21	2	:30	12:37A- ABC-Nightline				1					1	\$125.00	\$125.00	Washington (WJLA)		11/9/21
72.0	Normal Line / SPOT	10/28/21-10/28/21	2	:30	12:37A- ABC-Nightline					1				1	\$125.00	\$125.00	Washington (WJLA)		11/9/21
73.0	Normal Line / SPOT	10/29/21-10/29/21	2	:30	12:37A- ABC-Nightline						1			1	\$125.00	\$125.00	Washington (WJLA)		11/9/21
74.0	Normal Line / SPOT	11/01/21-11/01/21	2	:30	12:37A- ABC-Nightline		1							1	\$125.00	\$125.00	Washington (WJLA)		11/9/21

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Sena Kozar Strategies
1322 G ST SE
WASHINGTON, DC 20003-3021

Contract # 5031790

Schedule Dates 10/26/21-11/01/21
Advertiser Hala Ayala for Lt Gov-D (141761)
Agency Sena Kozar Strategies (19658)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Candidate (1011043)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 10573
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 11/09/21
Last Modified 11/10/21
Entered By Kaitlyn Gallagher
CO-OP No
External #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$15,907.50
Net Total \$90,142.50
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2021	89	\$88,325.00
Nov. 2021	19	\$17,725.00
Grand Total:	108	\$106,050.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
75.0	Normal Line / SPOT	10/30/21-10/30/21	2	:30	7A- ABC-Good Morning America Saturday							2		2	\$400.00	\$800.00	Washington (WJLA)		11/9/21
76.0	Normal Line / SPOT	10/30/21-10/30/21	2	:30	8A- News-7News ON YOUR SIDE Weekend at 8AM							2		2	\$325.00	\$650.00	Washington (WJLA)		11/9/21
77.0	Normal Line / SPOT	10/30/21-10/30/21	2	:30	9A- ABC-Good Morning America Saturday 2							1			\$400.00		Washington (WJLA)		11/9/21
77.0.1	Preempt	10/30/21															Washington (WJLA)	Pre-empt/Exception -	
78.0	Normal Line / SPOT	10/30/21-10/30/21	3	:30	11:00:26P- News-7News ON YOUR SIDE Weekend at 11PM							1			\$250.00		Washington (WJLA)		11/9/21
78.0.1	Preempt	10/30/21															Washington (WJLA)	Pre-empt/Exception -	
79.0	Normal Line / SPOT	10/30/21-10/30/21	3	:30	12:05A- Castle							1		1	\$50.00	\$50.00	Washington (WJLA)		11/9/21
80.0	Normal Line / SPOT	10/31/21-10/31/21	3	:30	7:30A- News-7News ON YOUR SIDE Weekend at 730AM								1	1	\$100.00	\$100.00	Washington (WJLA)		11/9/21
81.0	Normal Line / SPOT	10/31/21-10/31/21	2	:30	7:58:40A- ABC-Good Morning America Sunday								2	2	\$450.00	\$900.00	Washington (WJLA)		11/9/21
82.0	Normal Line / SPOT	10/31/21-10/31/21	2	:30	6P- 7P (EST)								1	1	\$525.00	\$525.00	Washington (WJLA)		11/9/21

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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CONFIRMATION CONTRACT		
Accepted-Agency/Advertiser:	Date:	Accepted-Station: Date: Comments:

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